



STRATEGIC ENROLLMENT MANAGEMENT MEETING MINUTES

COMMITTEE: STRATEGIC ENROLLMENT MANAGEMENT COMMITTEE

MEETING DATE: Wednesday, April 6, 2022

LOC./TIME: 10:30 a.m.-12:00 p.m.

PARTICIPANTS: Ramon L. Knox, Rebecca Opsata, Mildred Lewis, Atiya Rashada, Balamurali (Bala) Sampathraj, Dettie Del Rosario, Larena Baldazo, Derek Lee, Clifton Coleman, Suzan Tiemroth-Zavala, Janelle Tillotson, Terrance Greene, Mark Fields, Joseph Koroma, Sarah Backes-Diaz, Nia Ford, Katrina Santos, Precious Gerardo, Chris Weidenbach, Elizabeth Wadell, Jasai Martinez, Bilal Homran

ABSENT: Atiya Rashada, Balamurali (Bala) Sampathraj, Dettie Del Rosario, Larena Baldazo, Mark Fields, Sarah Backes-Diaz, Precious Gerardo, Jasai Martinez, Bilal Homran

NOTETAKER: Hope Lane & Jessica Liu (All meetings will be recorded for notetaking purposes)

Zoom Link: <https://cccconfer.zoom.us/j/500441427>

AGENDA ITEM	GOAL/DISCUSSION	ACTION
I. Review and Approve Agenda (5 Minutes)	<ul style="list-style-type: none"> • Ramon Knox suggested changing the time of the meeting as there seems to be issues with meeting quorum. <ul style="list-style-type: none"> ➢ Rebecca Opsata agreed that Wednesday is a very busy time and that if they want to change the time, they will need to inform College Council. • Ramon Knox asked to amend the agenda. <ul style="list-style-type: none"> ➢ Add Student Loan Default Prevention Committee Update as Agenda Item VII. ➢ Update the committee member list to reflect the new VP of Business Administration Dettie Del Rosario. • Rebecca Opsata 1st, Suzan Tiemroth-Zavala 2nd. 	<ul style="list-style-type: none"> • Majority passes, agenda was approved.
II. Review and Approve Notes (5 Minutes) → February 2 & March 2, 2022	<ul style="list-style-type: none"> • February 2, 2022 Minutes: Chris Weidenbach 1st, Katrina Santos 2nd. • March 2, 2022 Minutes: Rebecca Opsata 1st, Elizabeth Wadell 2nd. 	<ul style="list-style-type: none"> • February 2, 2022 Minutes: 2 abstentions, majority passes, minutes were approved. • March 2, 2022 Minutes: 1 abstention, majority passes, minutes were approved.
III. Enrollment Update (10 Minutes) →Co-Chair Becky Opsata	<ul style="list-style-type: none"> • Rebecca Opsata presented the Enrollment Update. <ul style="list-style-type: none"> ➢ Enrollment is down for the late start classes. 	<ul style="list-style-type: none"> •



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	<ul style="list-style-type: none">❖ Down 6% FTES & enrollment compared to April 2021.❖ Better compared to the other Peralta Colleges.• Chris Weidenbach asked if there was shared/common reason for the lack of enrollment across the Peralta Colleges.<ul style="list-style-type: none">➢ Has there been any district discussion?• Ramon Knox responded he hasn't been informed or attended any district meetings of such.<ul style="list-style-type: none">➢ Added his understanding and assumption for the decline is due to several reasons one of which is the related to the quality of classes.<ul style="list-style-type: none">❖ Current classes are not responding to the current needs of the students and educational trends.❖ Students are not as interested in the offerings at community colleges.• Mildred Lewis added that the students now prefer and want more remote and online services and instruction.<ul style="list-style-type: none">➢ Stated the customers for the college has changed.➢ Added that the colleges haven't fully adapted to the need of the students.➢ Will need data to determine and plan for course of action.➢ Mentioned that the Enrollment Services Department is planning to release a survey to better understand student needs and wants.➢ Added this is happening to many community colleges, while some 4 years college such as UC Berkeley enrollment demand continues to increase.• Terrance Greene asked about the 50% in-person class decision and if it was a district wide mandate.<ul style="list-style-type: none">➢ Rebecca Opsata responded that it was not a decision made by the District, each college determines it.• Chris Weidenbach added there was a survey to be released by the District to get data on	
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	<p>the student’s learning experience and what modality they prefer.</p> <ul style="list-style-type: none"> ➤ Added he is unsure if the survey was released to the students yet. ➤ Mentioned he made requests to distribute the survey to past students (a few years back). <ul style="list-style-type: none"> • Mildred Lewis spoke of the current neoliberalism of higher education and training exemplifying the cheaper and quick option of Google Certifications. <ul style="list-style-type: none"> ➤ Students like being able to choose between synchronous and asynchronous classes. ➤ Need to create a list that quantifies and details how long does it take to get a certificate or degree at Laney College. • Janelle Tillotson added that thought virtual classes are a popular choice it doesn’t translate into students completing or doing well in the class. <ul style="list-style-type: none"> ➤ Many are Zoomed out and tired of looking at the computer screen for their classes. • Terrance Greene asked about the number of cancellations for late start classes. <ul style="list-style-type: none"> ➤ Rebecca Opsata responded it was around 10% and it was due to low enrollment, which was the average/usual amount. 	
<p>IV. SEM Plan 2018-2021 Summary Discussion - Update (25 Minutes) →Workgroups</p>	<ul style="list-style-type: none"> • Rebecca Opsata showed the excel sheet for the SEM Plan 2018-2021 Summary. <ul style="list-style-type: none"> ➤ Reviewed what the committee members have added so far. ➤ Mentioned it is almost finished and it will be bundled together to present to College Council. • Ramon Knox asked about the FTES/FTEF number of 1.7 for the Productivity Tab. <ul style="list-style-type: none"> ➤ Is this number an attainable goal? ➤ Perhaps change to use the fill rates for the next SEM Plan? • Terrance Greene asked what does the 17.5 FTES number translate to (how many actual seats). 	<ul style="list-style-type: none"> • Motion to approve the SEM Plan 2018-2021 Summary to forward to College Council passed.



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	<ul style="list-style-type: none"> ➤ Rebecca Opsata said it equals to 35 students to 1 classroom. ➤ Mildred Lewis added the number is the golden spot/break even spot. • Chris Weidenbach provided context stating that usually it would be 30 students per class. <ul style="list-style-type: none"> ➤ The increase of 5 students was due to the lack of a functioning waitlist. ➤ Suggested removing it as it hurts the teachers and enrollment. • Rebecca Opsata explained the number was determined by the district's contract. • Rebecca Opsata presented and reviewed the next Excel Sheet tab (5-Cooperative District Schedule). • Rebecca Opsata presented and reviewed the next Excel Sheet tab (6-SCFF). • Rebecca Opsata asked for the committee's approval to finalize the SEM Plan 2018-2021 • Summary to forward to College Council. <ul style="list-style-type: none"> ➤ Motion: Chris Weidenbach 1st, Mildred Lewis 2nd. 	
<p>V. SEM Plan 2021-2023: Approach, Strategic and Practices: Review and Discuss (40 Minutes) →Workgroups</p>	<ul style="list-style-type: none"> • Ramon Knox shared the working document for the SEM Plan 2021-2023. • Ramon Knox presented a question to the committee about the work and purpose of SEM. <ul style="list-style-type: none"> ➤ What are the primary purposes for growing FTES? • Committee members provided responses to the question. <ul style="list-style-type: none"> ➤ Rebecca Opsata: Serving our students. ➤ Mildred Lewis: Business plan, education is a business. ➤ Joseph Koroma: Funding ➤ Elizabeth Wadell: Create offerings and courses for students. ➤ Janelle Tillotson: To be a community resource, to provide upward mobility for community members, help replenish diminishing workforce in skilled trades ➤ Nia Ford: Push for completion and success rates, fill gaps in the industries & economy, establish system for students to be part-time 	<ul style="list-style-type: none"> •



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	<ul style="list-style-type: none"> ➤ Ramon Knox: end intergenerational poverty, increase semblance of hope • Ramon Knox added to the conversation: How to remain viable to the community & workforce. <ul style="list-style-type: none"> ➤ Business depends on the customers (students) ➤ Important to hear and respond to the needs of the students. • Janelle Tillotson spoke about the essence of a community college and added its purpose is to serve its community. 	
VI. Updates/Other (5 Minutes)	•	•
VII. Student Loan Default Prevention Committee Update (5 Minutes) → Dir. Jennifer Ma	<ul style="list-style-type: none"> • Jennifer Ma presented the updates for the Student Loan Default Prevention Committee. <ul style="list-style-type: none"> ➤ Stated Clifton Coleman provided the data of the most recent cohorts (2018-2019). ➤ Looked at the data to understand the trends and causes for student default. <ul style="list-style-type: none"> ❖ Data set was very small. ❖ Hard to determine commonality, causes, and trends. • Mildred Lewis spoke about the training opportunities offered by the Department of Education. <ul style="list-style-type: none"> ➤ Department of Education sent out invitations. • Mildred Lewis spoke about creating an integrated default plan. <ul style="list-style-type: none"> ➤ Looking at the data from other colleges, like Contra Costa College. • Joseph Koroma added they will be making a request to add a CTE faculty and a student representative to the committee. <ul style="list-style-type: none"> ➤ Will make the request to College Council. ➤ Added CTE students have higher rates of defaulting. ➤ Spoke of the need for more data. 	<ul style="list-style-type: none"> • Add to the next meeting agenda, Request from the Student Loan Default Prevention Committee to have 2 new positions: CTE Faculty and Student Representative.
VIII. Adjournment	• Mildred Lewis 1 st , Janelle Tillotson 2 nd .	• Meeting adjourned 12:02 p.m.

UPCOMING SEM COMMITTEE MEETINGS

- April 20, 2022
- May 4, 2022